

DRC INTEGRATED HIV/AIDS PREVENTION, CARE AND TREATMENT SERVICE DELIVERY PROGRAM

**BRANDING STRATEGY
MARKING PLAN**

Contract No. GHH-I-00-07-0061-00 Task Order No. 03

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BRANDING STRATEGY

Project Name. DRC Integrated HIV/AIDS Prevention, Care, and Treatment Service Delivery Project – ProVIC

Contract Number: GHH-I-00-07-0061-00, Task Order No. 03

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Implementing Organization. PATH

Overall Approach

ProVIC's objective is to reduce incidence and prevalence of HIV and mitigate its impact on PLWHA and their families by improving HIV/AIDS prevention care and treatment in the four targeted zones (Kinshasa, Matadi, Lubumbashi, and Bukavu), increasing community involvement in health issues and services, and increasing the capacity of government and local civil society partners. The name for the project, ProVIC, stands for Project de VIH/SIDA Intégré au Congo. The staff came up with this name during project startup, and proposed this to the USAID mission as a 'catchy' alternative to the project's original name. By maintaining the "I" for Integrated (Intégré) we felt the name did not need to include reference to prevention, care and treatment, since an integrated approach to HIV, by definition includes all of this. This proposed name was widely endorsed and is now the name by which the project is recognized in the DRC.

As USAID's flagship HIV/AIDS project in the DRC, the project will have high visibility and will ensure project sites, approaches and successes are well known in the development community and beyond. The project will use the simple USAID brand (without the DRC country identification), and the PEPFAR logo that has been designed with the DRC flag. The project has also developed its own logo which will only be used in conjunction with the USAID and PEPFAR logos. Where appropriate, the project will also co-brand with relevant government ministries, including the Programme National de Lutte contre le SIDA (PNLS), Programme National Multi-sectoriel de Lutte contre le SIDA (PNMLS), and Ministry of Social Affairs (MINAS).

BRANDING IMPLEMENTATION PLAN

Following the guidelines in ADS 320 and upon USAID approval of the branding strategy for this project, this plan describes how the project is publicized and how it incorporates the message, "This assistance is from the American people." With guidance from USAID's global branding strategy and USAID/DRC's preferences on project communications, ProVIC will use a package of communications tools to promote the project in the DRC. We describe below key milestones and opportunities for generating awareness of the project's achievements by these key stakeholders.

Incorporating the Message, "This assistance is from the American People."

The project supports USAID's communications strategy to create better understanding and appreciation of the role of USAID and the investment made by the American people in the

DRC. The message “This assistance is from the American people” will be promoted through communications materials and activities described below.

PROVIC will use three logos - the USAID logo that does not include the Democratic Republic of Congo identification, the PEPFAR/DRC logo, and the PROVIC logo which has been developed by the FO team and shared with USAID. These three logos are shown below. A project logo was developed for strategic reasons so that project sites and materials could be easily identified. Since ProVIC is promoting a new and innovative approach to integrated HIV/AIDS services, it was felt that having an identity separate from the USAID and PEPFAR identities was important so the public would recognize ProVIC sites and communications materials.

ProVIC will mark all project materials (including posters, banners, and documents), project sites, and public events with all three logos, ensuring the USAID and PEPFAR logos are prominent and that the ProVIC project logo does not appear any larger than those two. To mark project inventory and commodities, the project will use only the USAID Standard Graphic Identity. We make this distinction because any materials or events that will be seen by the public should include attribution to PEPFAR and the ProVIC logo to identify that the work comes from our specific project. However, when marking objects such as project equipment, the purpose is to remind users that the equipment is property of USAID. For commodities, in most cases, applying three brands would not be practical, therefore, we propose using simply the USAID logo, so that the source of the support is known by users.

In public events or when speaking with stakeholders, project staff will credit USAID and will refer to the project consistently as a USAID project, downplaying the implementing partner organization names. Communications tools will be disseminated in either English or French, depending on the audience. The project will always use guidance set forth in the USAID Graphic Standards Manual.





USAID
FROM THE AMERICAN PEOPLE

Project Communications and Publicity.

The project will achieve high visibility through the communications tools below, which are designed to reach target audiences. ProVIC target audiences include people living with AIDS, OVCs and their family, most-at-risk-populations (MARPs), and community members in the targeted areas. Target audiences also include the MOH, Ministry of Social Affairs, PNLS, PNMLS, local NGOs, faith based organizations, and other donors and development partners. Some communications tools will be directed towards project beneficiaries for behavior change or to inform them of available services. Others will focus on sharing project achievements and results so the project, and more specifically USAID and PEPFAR, will be recognized for its meaningful contributions to the prevention, care and treatment of HIV/AIDS in the DRC.

During events aimed at launching Champion Community activities and during the celebration of community achievements, the contribution of USAID and PEPFAR toward the wellbeing of the community will be highlighted

ProVIC intends to organize brown bags and briefings with other direct and indirect stakeholders, to share its achievements, challenges and perspectives. USAID and PEPFAR will be recognized through branding and marking tools and materials.

Success stories. These will demonstrate the project's achievements, showing their impact on real people in DRC.

News releases. These will alert and inform local and international journalists, development partners and local communities about successes and upcoming activities of the project, in order to support more accurate and wider media coverage.

Invitations to media for key activities, including site visits. News conferences and other events will enable journalists, development partners and local communities to learn first-hand about project successes and activities supported by USAID. They will also provide them with information packets explaining the significance of the site and the activity taking place there.

Mid Year and Annual Performance Reports. The reports will document major actions taken during the reporting period and will cover all activities proposed in the annual work plan and monitoring and evaluation plan. These reports will be distributed to USAID, and at USAID's discretion disseminated to government counterparts, and other stakeholders to raise awareness of the project's results and impact.

Publicity around the capacity-building grants. Announcements soliciting subgrant applications from local organizations will provide an additional opportunity to communicate the broader messages of the program to communities.

NGO and Network Sustainability Plan. These plans will outline monitoring benchmarks, intended achievements, and actual results of activities completed by critical NGOs and networks receiving support from the ProVIC project. These sustainability plans will be distributed to USAID, and at USAID's discretion, disseminated to government counterparts, and other stakeholders to raise awareness of the project's results and impact.

Training workshops. These will provide an opportunity to make participants from governments authorities including MINAS, PNMLS, MOH/PNLS, DPS, Health facilities, local NGOs, FBOs and CSOs aware that USAID is providing the training, in partnership with the GDRC and supporting GDRC strategies. It will include the following message: "This assistance is from the American people."

Program Materials. We will develop materials, such as posters, pamphlets, training materials, etc. to explain or market the program to beneficiaries.

Project Website. We are also exploring the option of having a project website, although we are seriously assessing the cost versus benefit of having a website for advancing ProVIC's objectives. Should this not add significant value to our goals, we may forgo this initiative.

Key milestones to be highlighted and publicized

The following are some key opportunities planned to generate awareness of the ProVIC project and USAID's work in the DRC. The project team will make its best effort to recognize USAID and the American people as the supporters of the project in public and private meetings, at networking events, at presentations and at any other function where the project is described or discussed.

National Project Launch. The project is planning a high profile launch event which will include USAID and other USG counterparts, high level DRC government officials, PNLS, PNMLS, and MINAS counterparts, international donors, other stakeholders, and the media. The launch will highlight the ProVIC approach and explain how the project will work on the ground. It will be an opportunity to showcase both the project and USAID's role and also to invite further partnerships and collaborations.

Regional Events. Regional offices in Matadi, Lubumbashi, and Bukavu will also plan regional events which invite the regional government officials and stakeholders and give them a chance to understand ProVIC's approach and how it will work on the ground. USAID will be invited to participate in these events as available, and USAID and PEPFAR support will be featured in the presentations.

Publishing reports and studies. Planned and ad hoc documents such as success stories, periodic reports, technical briefs, etc. will be prepared and distributed widely among government counterparts, USAID, and other development partners and stakeholders.

Presentations at conferences or meetings. Whether sponsored and organized by the ProVIC or in response to invitations from other organizations, project staff will participate in open forum events at which innovative approaches and techniques used by the project are discussed. ProVIC will seize these opportunities to help generate awareness among the audience about USAID and that this project is from the American people.

Project final report. We will share project successes and lessons learned through a comprehensive final report that will be widely distributed to USAID and USG partners, DRC government counterparts, the donor community, and other stakeholders.

MARKING PLAN

As per ADS Chapter 320.2, ProVIC will visibly mark all public communications, commodities, project materials, and other items with the USAID identity, PEPFAR logo and the ProVIC logo. In some cases, items will be co-branded with the appropriate DRC government counterpart logo. The project follows the design guidance for color, type, and layout in the USAID Graphic Standards Manual. PATH's corporate identity or logo does not appear on any USAID-funded project materials. All non-governmental organizations that receive grants under this project will be required to follow procedures for branding and marking of assistance awards in Section 320.3.3 and 22 CFR 226.91. PATH is pleased to provide reproductions of all public communications and project materials for review at any point during contract implementation. Depending on the audience, the items will be produced in English and/or French.

Items Marked with USAID and Other Identities

Item	Type of marking	When Marking will occur	Where marking will take place
Public Communications			
Annual workplans, quarterly, semi-annual, annual, and technical assistance reports	USAID Logo, PEPFAR logo, ProVIC logo	Upon submission to USAID for approval prior to distribution	Cover page
Press releases, invitations to media and partners , publicity and media materials associated with these events	USAID Logo, PEPFAR logo, ProVIC logo	Before the releases are distributed	Cover pages of the releases or media materials.
Success stories, case studies, or lessons learned	USAID Logo, PEPFAR logo, ProVIC logo	Upon submission to USAID	Cover page
PowerPoint presentations, handouts, etc, for trainings, events and/or conferences and professional meetings	USAID Logo, PEPFAR logo, ProVIC logo	During preparation before the PowerPoint presentation is made	On every PowerPoint slide
Banners, posters, and signs used for events	USAID Logo, PEPFAR logo, ProVIC logo	During preparation of the materials	On left or right bottom corner of the Banner or poster
Equipment			
Office equipment, office chairs, desks, computers monitors, CPU, UPS, keyboards, telephone sets (for desk phones), cupboards, filing cabinets, etc.	USAID Logo Sticker	After mounting the equipment	On top of the desk, back of the chairs, back of computer monitor, CPU and UPS, side of filling cabinets and cupboards

Vehicles	USAID PEPFAR ProVIC logo	Logo, logo,	Upon delivery of vehicle	Stencil on exterior of vehicle
Commodities				
Boxes with test kits, pharmaceuticals and commodities relevant to providing HCT (gloves, test tubes, pipes, etc)	USAID Logo		During preparation of the materials as appropriate.	Where possible, given size and cost implications, commodities or packaging will be marked in a prominent position.*
Commodities for support for PLHIV (safe water vessels, mosquito nets, etc)	USAID Logo Where possible the PEPFAR and ProVIC logo will also be used, but size and cost implications will be carefully considered..		During preparation of the materials as appropriate.	Where possible, given size and cost implications, commodities or packaging will be marked in a prominent position.*
Commodities for support to OVC (nutrition kits, education kits, etc)	USAID Logo Where possible the PEPFAR and ProVIC logo will also be used, but size and cost implications will be carefully considered..		During preparation of the materials as appropriate.	Where possible, given size and cost implications, commodities or packaging will be marked in a prominent position.*
Project Materials				
Training materials for courses, conferences, and workshops.	USAID PEPFAR ProVIC logo	Logo, logo,	During preparation for the courses or workshops	Cover pages of documents, side of conference bags.

* Pursuant to ADS 320.3.2.5 e items we request an exception of the marking requirement for those commodities where marking would “incur substantial costs or be impractical, such as items that are too small or otherwise unsuitable for marking”

Table 2. Items Not Marked with USAID Identity

Requested Exceptions to Marking Requirements		
	Item	Rationale for not marking the items from ADS 320.3.2.5
1	Test kits, pharmaceuticals and commodities relevant to providing HCT (gloves, test tubes, pipes, etc)	PATH requests excluding these items for marking in exceptional circumstances where ProVIC needs to make a rapid procurement and marking these goods will delay the delivery to service centers or when the marking would incur substantial costs or be impractical, such as items that are too small or otherwise unsuitable for marking.